

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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18 Hits From Paramount Pictures

By JAY L. SMITH

On The
beam



I would like to add my own congratulations to the MGM organization on the occasion of the official opening of their new building in Toronto. To Henry Nathanson, Hilly Cass, Chet Friedman, and all the other members of the MGM crew in Toronto, our very best wishes for continued prosperity and success in your magnificent new quarters.

MGM is one company, I am happy to say, which recognizes the fact that theatre business has been in a recession in many parts, but is doing something positive about improving it. The MGM Workshops, which have been held all over the U.S., and to which Canadian exhibitors have been invited, both in the East and the West, have proven a shot in the arm for a goodly number of exhibitors. Ideas advanced, and exchanged at these Workshops, have resulted in increased business for many small-town exhibitors, and what is even more important, have changed the exhibitors' thinking from extreme depression to at least cautious optimism.

Along these lines, we are in receipt of a letter from Frank Fisher, General Manager, JARO, which brings to our attention an MGM ad in a recent issue of the KINEMATOGRAPH WEEKLY. The ad reads as follows: "FILMS IN FAVOUR". "Cinema queues everywhere: the people are flocking to the films again every night of the week. Has the magic of the TV screen faded? Many reverses have faced this industry through the years. Only a little while ago the film men were in the doldrums. But they always manage a comeback. They always will. This is a

(Continued on Page 2)

Weltner, Pickman, Rubin, And Morgan Address Paramount Meet

Paramount Pictures last week concluded their 1955-56 sales meeting, one of the most successful in the history of the Canadian company. Presided over by Gordon Lightstone, Canadian General Manager for Paramount in Canada, the convention brought together the entire sales organization to the King Edward Hotel in Toronto.

Attending from New York for policy level discussions were: George Weltner, World Wide Sales head of Paramount Pictures; Jerome Pickman, Vice-President in charge of Advertising, Publicity

(See *PARAMOUNT* Page 2)

Fifth Drive-In For Hamilton

Hamilton's latest and fifth ozoner is the Scenic Drive-In on the Green Mountain Road which opened for the holiday weekend with special offers for the first night including free Coca-Cola or

(See *DRIVE-INS* Page 2)

Joe Huber Honored At Winnipeg Testimonial Dinner By Industry

Joe Huber, retiring Twentieth Century Fox Winnipeg Branch Manager, was honored at a Testimonial Dinner, held at the Marlborough Hotel, Thursday, May 26th, when 75 friends gathered to pay tribute to his years of service to the Film Industry.

Seated at the head table, beside the guest of honor, were Angus McLean of Rainy River, representing the Ontario Exhibitors' Association; Jack Dundholm of Swift Current; Johnny Ferguson, Famous Players, Winnipeg; Charlie Krupp, Alliance Films, Winnipeg; Bob Cringan, Calgary Branch Manager of 20th Fox; Jack Rice, Winnipeg, represented the Equipment

(See *HUBER* Page 3)

Fox Promotion For Two 'Scope Shorts

Two full color CinemaScope films will shortly be released throughout Canada by 20th Century-Fox. The films, "Birthday Parade" and "Pageant"; and "Pastimes" each last 15 minutes.

A private preview of the films showed them to be two of the best documentaries on Britain to be

(See *PROMOTION* Page 3)

Saskatoon Exhib. Decries Vandalism

"Theatre owners would certainly like to see more education in the homes," William Winterton, Saskatoon theatreman, told delegates to a home and school convention in that city.

"If you mothers could see the

(See *VANDALISM* Page 6)

Famous Players Managers Win Prize Money For Exploitation

Prizes totalling \$500.00 were set up by Walt Disney and RKO for the best exploitation campaigns for "Rob Roy" submitted by Famous Players' managers.

The theatres were divided into two groups and the judges awarded the cash prizes to the following:

GROUP 1 —

Alex Barclay, Strand theatre,

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REPUBLIC DIVIDEND

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STUDIO ROUND-UP

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Winckles Welcomes New Odeon House

A recent visitor in Calgary, Kenneth Winckles, a J. Arthur Rank executive, reported that contracts with Canadian exhibitors increased 20 per cent during the past year and that this healthy rise enabled the company to hold its own against the novelty of television.

J. Arthur Rank productions are beginning to be accepted more in the United States, he reported. Particular mention was made of "The Purple Plain" and "The

(See *WINCKLES* Page 3)

Trail, B.C. \$200.00; Russ McKibbin, Imperial theatre, Toronto,

(See *FAMOUS* Page 7)

Give-Aways

The current wave of give-aways around the Toronto district has been featured by the latest inducement offered by Fred Fink for the Brock and Kenwood Theatres

(See *GIVE-AWAYS* Page 3)

H. M. MASTERS, WARNER BROS. CAN. GEN. MGR., ANNOUNCED A SPECIAL TRADE SCREENING FOR "MISTER ROBERTS," IN WARNERCOLOR AND CINEMASCOPE, STARRING HENRY FONDA, JAMES CAGNEY, WILLIAM POWELL AND JACK LEMMON AT THE VILLAGE, TORONTO, TUESDAY, JUNE 7th, 11 A.M.

On the Beam

(Continued from Page 1)

resilient industry. And, after each set-back, it returns stronger than ever."

As Frank Fisher says in his letter, that is a terrific ad, and creates the right optimistic note. We've all been crying the blues to such an extent that even the general public is becoming aware that theatre business has been slipping. An obvious result is the fact that Famous Players common stock which had hit over \$29 per share just a few weeks ago, dropped to new low for 1955, of \$25 per share last week.

There is no question but that theatre attendance is off, and apparently is still dropping. Let's get together and see what we can do to boost sagging attendance. The answer to our problems is certainly not how to cut expenses, but rather how to boost grosses. That is the positive way to look at it, and the only way that a business built up on Showmanship, should approach a problem of this kind.

DRIVE-IN

(Continued from Page 1)

Orange Crush drinks for all patrons and free ball-point pens for the first 100 ladies.

The Scenic, which is an A. Rosenberg operation, is equipped for CinemaScope and the inaugural picture was "King of the Khyber Rifles." The theatre has Simplex equipment which was installed by General Theatre Supply Co. Limited, Toronto.

WB Net Up For First Six Months Of 1955

Warner Bros. Pictures, Inc. and subsidiary companies report for the six months ending February 26, 1955, a net profit of \$2,081,000 after a provision of \$2,100,000 for federal income taxes and after a provision of \$250,000 for contingent liabilities.

The net profit for the six months ending February 27, 1954, amounted to \$1,618,000 after a provision of \$1,700,000 for federal income taxes and after a provision of \$250,000 for contingent liabilities.

The net profit for the six months ending February 26, 1955 is equivalent to 84 cents per share on the 2,474,280 shares of common stock outstanding or reserved for exchange at February 26, 1955. The net profit for the corresponding period last year was equivalent to 65 cents per share on the 2,474,346 shares of common stock then outstanding or reserved for exchange.

PARAMOUNT

(Continued from Page 1)

and Exploitation; Robert Rubin, Vice-President in charge of Administration, and Oscar Morgan, Sales Manager of Short Subjects and Newsreel. Gordon Lightstone, George Weltner and Jerry Pickman were most sincere in their evaluation of forthcoming Paramount releases having just returned from Hollywood where they had viewed nine of the coming productions in completed form.

In Mr. Lightstone's opening remarks, he paid high tribute to Mr.

Weltner, who has but recently taken over the combined organization of the International and Domestic sales force. He quoted a remark made by Mr. Weltner at the recent divisional Manager's meeting of the company in Hollywood that "Paramount is now acknowledged as the General Motors of the Motion Picture Industry" and pointed out facts to prove this reference.

Gordon Lightstone, while on the coast, had seen one third, which is all that is completed, of The Ten Commandments and told the meeting that the magnitude of this one third is such that Paramount could sell it at this time and the public would gladly pay four to five dollars to see it.

After his introduction by Mr. Lightstone, Weltner spoke about the Studio and the regularity of Paramount's top product that comes, smash after smash, from the coast. Weltner complimented Mr. Lightstone on the splendid showing of the Canadian sales force.

Mr. Weltner, in referring again to the product, pointed out that there is no half-way pictures on the Paramount horizon, only top stories, top producers, top directors, and top stars. Particular reference was made to Rose Tattoo that had just been screened. Weltner alluded to the enormous impact the picture gave and the magnificent raves directed at Magnani.

Jerry Pickman, in addressing the meeting, reminded the Canadian sales group that in Frank Freeman and Don Hartman at the Studio, Paramount Pictures have the greatest one-two combination

in the entire industry. Pickman, talking on the Paramount product, said, "We are no longer making pictures, we are making productions."

Robert Rubin, in charge of Administration, explained his capacity in the Paramount family . . . how he was one of a team that was currently working to streamline the activities of the company, and to aid the new President, George Weltner, to get away from detail and give him more time at the policy planning level.

Oscar Morgan, in charge of Short Subjects and Newsreel, gave a colorful picture of the future of this most important facet of the industry's activities. Canadian Paramount News, the first Canadian newsreel created because of the growing importance of Canada in the international field was commended by Mr. Morgan for its consistently good editorial composition.

Many points of policy were discussed and a sales pattern agreed upon for the Canadian market. In discussing the new policy of release, Mr. Lightstone named three advanced admission productions. They are: "To Catch a Thief," in VistaVision and color by Technicolor; "The Desperate Hours," produced by William Wyler in VistaVision starring Humphrey Bogart, Frederic March, Arthur Kennedy, Martha Scott and Mary Murphy, and "Anything Goes," Technicolor musical starring Bing Crosby, Donald O'Connor, Jeanne and Mitzi Gaynor.

In addition to the three advanced admission properties, Paramount will release fifteen multi-million-dollar productions in the regular release pattern.

Attending the Canadian sales meeting from the branches across the country were Bob Lightstone and Micky Stevenson, branch manager and booker-salesman respectively, from the Vancouver office; W. O. Kelly, branch manager from Calgary, and J. P. Rae and W. L. Gibson. Winnipeg branch manager Syl Gunn and Norman Simpson, and A. Glass. From St. John, Pat Hogan, branch manager and Ralph Thorne, booker-salesman. Montreal delegation was headed by branch manager Bob Murphy and included Tom Dowbiggin, Romeo Goudreau and Bill Young. Ontario branch delegates were headed by Al Iscove, branch manager and included Ted Dowbiggin, Len Heberman and A. Theurer. Attending from the Home Office in Toronto were Willard O'Neill, secretary-treasurer of the Canadian Company and Win Barron in charge of Advertising.



Members of the Canadian Paramount Pictures organization held their Annual Sales Meeting in the King Edward Hotel, Toronto. Along with New York executives on hand for these important sales conferences are the following members of the Canadian organization, left to right: Front row — Bob Lightstone, Branch Manager, Vancouver; Syl Gunn, Branch Manager, Winnipeg; Al Iscove, Branch Manager, Toronto; Oscar Morgan, Sales Manager of Short Subjects; George Weltner, Head of Paramount Pictures World Wide Sales; Jerry Pickman, Vice-president, in charge of Advertising, Publicity and Exploitation; Gordon Lightstone, Canadian General Manager of Paramount Pictures; Robert Rubin, Vice-president in charge of Administration; Bob Murphy, Branch Manager, Montreal; Pat Hogan, Branch Manager, St. John; Bill Kelly, Branch Manager, Calgary; Second row — Win Barron, Manager, Montreal; Mickey Stevenson, Salesman, Vancouver; Len Heberman, Booker, Toronto; Director of Publicity and Public Relations in Canada; Ambrose Theurer, Short Subject Booker, Toronto; Al Glass, Booker, Winnipeg; Ted Dowbiggin, Salesman, Toronto; Larry Gibson, Booker, Calgary; Jim Rea, Salesman, Calgary; Norm Simpson, Salesman, Winnipeg; Romeo Goudreau, Salesman, Montreal; Bill Young, Booker, Montreal; Tom Dowbiggin, Sales Consultant, Montreal; R. A. Thorne, Booker.

HUBER

(Continued from Page 1)

Dealers; Harry Hurwitz, Winnipeg, representing Odeon-Morton Theatres; Haskell Masters, General Manager of Warner Bros. from Toronto; Harry Gray, Manager of the Lyceum Theatre, Winnipeg, who was the Chairman of the evening; Peter Myers, General Manager, Twentieth Century-Fox, from Toronto; Duane McKenzie, Estevan, president of the Saskatchewan Exhibitors' Association; and Richard Miles, representing West-end Theatres.

Speakers included those at the head table, as well as Stan Atkinson, manager of General Films, Regina; Hymie Swartz, on behalf of the Motion Picture Pioneers, and Nate Rothstein, of Rothstein Theatres. R. Hurwitz presented the guest of honor with a 16 mm. projection machine. Numerous telegrams were received, as well as letters from people who could not attend.

Out-of-towners who attended, besides those already mentioned, included N. Kapell, J. Kowbel, Dr. Potoski, all of Melville; Ernie Ken-day, Morden; Walter Pyle, Rock-glen; George Bailey, Humboldt; C. Taylor, Portage la Prairie; W. Johansson, Pine Falls; Arnold Ber-covitch, Sam Karby, Phil Bodnoff, all of Regina; G. Miller, Wynyard; Bill Welykholowa, Kamsack; W. J. MacGregor, Gladstone; J.. Todd, Morris; and Garnet Wright, Kew-watin.

MPS Of Canada Rapped By CAPAC

A rap was taken at the Musical Protective Society of Canada by General Manager W. S. Low of the Composers, Authors and Publishers Association of Canada at a hearing at Ottawa of the Royal Commission on patents and copyrights, after the Canadian Association of Radio and Television Broadcasters said that it was difficult to find out the owner of individual copyrights.

After asserting that the Radio and TV Broadcasters organization was a principal supporter of the Musical Protective Society, Low was quoted as saying: "The society has never been known to promote or encourage the development of Canadian music, nor to participate in the promotion of any music, Canadian or otherwise."

Low pointed out that the Ottawa copyright office has 300,000 CAPAC listings.

Across the Country



Toronto and District

Variety Village shared in the proceeds on opening day May 21 of "Santa's Village," a new tourist attraction on the Muskoka River near Bracebridge featuring Kris Kringle and numerous helpers. The unique playground is to be open every week day from May to December, according to announced plans.

Maurice Weldon has announced a CinemaScope installation at 20th Century Theatres' 400 Drive-In, the first in the Toronto area to have the new presentation process.

Richard Newman, columnist of the London Free Press, is back in harness after a lengthy European tour during which he took in the Cannes Film Festival. He edits the "Show Beat" feature on the daily amusement page of the Western Ontario newspaper.

L. J. Williams, who operates the Port Elmsley Drive-In in the Rideau Lakes region of Eastern Ontario, has made sure that his patrons can watch the show in comfort. He makes the boast: "This is the only drive-in theatre in Ontario with mosquito control."

Ottawa

Midnight shows previous to Monday holidays are very popular in Ottawa, where a good percentage of movie theatre patronage is derived from workers in Government departments. While the five-day week permits many civil servants long week-ends away from home, the great majority can be depended on for a night out at the owl shows. First-run theatres, secondary houses in the suburbs and all four Drive-In spots staged special shows the night before Empire Day and drew large attendances. Highlights at outdoor theatres were the spectacular fireworks displays before and after the screen shows.

Norman McLaren of the National Film Board, whose "Blinkity Blank" won the top prize for short subjects at the International Film Festival at Cannes, France, is in hospital here with an attack of rheumatic fever. Norman, who received news of his winning of the Palme d'Or award at the festival on Wednesday, May 11, went into hospital for treatment the same day. The 40-year-old film producer will be confined to his room for the next six to eight weeks, according to a National Film Board spokesman.

Artists of the Animation Department of Crawley Films will give a public exhibition of their work next month. The display will be presented at the Odeon Theatre on a date to be announced shortly by manager Jimmie Chalmers. The Odeon, incidentally, is in much demand for art exhibitions because of its spacious lower and upper lounges and luxuriously furnished tea room.

Vancouver

Dan Sutherland, old time exhibitor now retired, has an interest in the New Westminster Drive-In, opened a year ago. New officers of the British Columbia Exhibitors Association elected at the last meeting are, Owen Bird, President; Max Chechik, Vice-President; Secretary, Gerry Sutherland; and Treasurer, Earl Hayter. Retiring President is Len Johnson.

Lou Karp, Famous Players district booker, is proud of his position as a Vice-President of the SPSL & M Club, which holds monthly meetings of show boys at Stanley Park.

Ten Drive-Ins are now in the planning stage in B.C. and the

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PROMOTION

(Continued from Page 1)

made for theatrical release in Canada. In "Birthday Parade," the wide screen really reveals the "Trooping the Color" ceremony in all its true glory, whilst in "Pageants and Pastimes," close shots of Ascot, the Tattoo at the Edinburgh Festival and the International Eisteddfod will make audiences believe they are really on the spot.

A promotional scheme has been arranged between 20th-Fox and the British Travel Association, with both sides going all out to obtain maximum publicity. B.T.A. and 20th Century-Fox are urging local theatres managers to contact travel offices in their area as a source of supply for British tourist display material for use in the theatre.

GIVE-AWAYS

(Continued from Page 1)

here. Lady patrons are being offered the choice of any piece of dinnerware, glassware or silverware without service charge or a coupon. "No fooling," said Fink. Recently he had offered free hot dogs to all customers one night at the remodelled Brock.

WINCKLES

(Continued from Page 1)

Kidnappers." The latter, he said, was the most popular all-around film ever turned out by his studio.

He said he was quite pleased with the new North Hill Theatre being planned in Calgary by J. B. Barron, who operates Calgary's Odeon theatres.

FOR SALE

YES! 8,500 LATE MODEL USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO. CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division
945 GRANVILLE ST. VANCOUVER 2, B.C. MA. 3034

A BLAZE OF EXCITEMENT THAT NEVER LETS UP



PRODUCED AND
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**MERVYN
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FOR
WARNER BROS.

STARRING

GREER GARSON •

WARNERCOLOR CINEMA

CO-STARRING

CAMERON MITCHELL LOIS SMITH WITH WALTER HAMPTON

With the voice of FRANKIE LAINE singing "STRANGE LADY IN TOWN"! The record

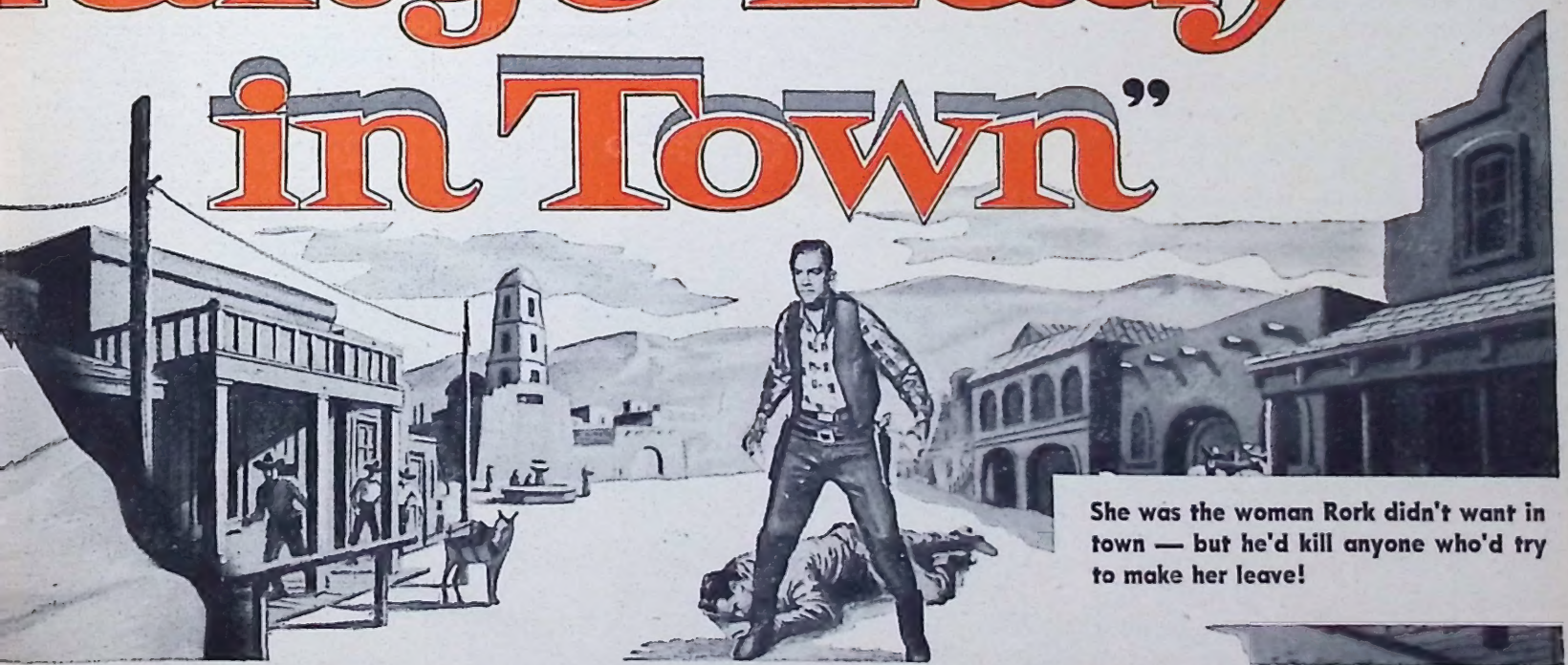
WHEN THAT LOVELY LADY LETS HER RED HAIR DOWN!

Remarkable Picture
by Remarkable Lady!

IG ATTRACTION IN EVERY TOWN
WILL SOON BE

Strange Lady in Town

THE MOMENT
SHE GOT TO
SANTA FE
SHE STARTED
WHISPERS...
WHISPERS THAT
GREW INTO
THE ROAR OF
GUNS!



DANA ANDREWS

ASCOPE STEREOPHONIC SOUND

DEN • GONZALEZ GONZALEZ STORY AND SCREEN PLAY BY FRANK BUTLER

MUSIC COMPOSED AND
CONDUCTED BY DIMITRI TIOMKIN

It's a sensation already! See your disc jockeys now and put it to work for you!

Across the Country

(Continued from Page 3)

three Western provinces.

For six days the Capitol Theatre in Regina played host to the Dominion Drama Festival plays. On the seventh, large letters on the marquee proclaimed: "There's more fun at the movies."

Two theatres are to be built in Medicine Hat, Alberta. Adolph Dederer will build a 900-seater, the largest in the city. Another, to be built by Hardy Diemart, will not be finished until next spring.

Perkins Electric Co. have just received the first air cargo shipment of the new Gaumont-Kalee varamorph lenses along with the first of the new long throw type in large diameter for the long throw Starlight Drive-In at Nelson, B.C. and for the Sundown Drive-In at Kamloops, operated by George Lane for owner Sucha Singh.

Kenneth Winckles of London, England, joint assistant managing director of the JARO organization was in Vancouver on his first visit to the Pacific Division of JARO. He was accompanied by C. R. B. Salmon of Toronto, vice-president of Odeon Theatres. Winckles said in a press conference that Vancouver movie men, are hard pinched for business because of the growth of TV in this area, and many of the marginal suburban houses may be forced to close during the hard years ahead.

Local 148 projectionists union are including a pension plan in their new contract with the circuits when the present agreement expires on August 31.

Haskell Masters W-B Canadian General manager, hosted FPCC executives and d-t managers at a luncheon on his recent visit.

Orville Burrell, veteran projectionist, has been appointed production manager of Trans-Canada Films. Wally Hamilton, president of TCF who reported, said the firm is busy on plenty of TV pictures.

Mrs. Fraser, 69, the mother of Bob Fraser manager of the Odeon, West Vancouver died in North Vancouver hospital.

Fred Steffin, owner of the Century, Bonnyville, Alta. will build a 700-seat theatre at Penticton, B.C.

Bill Welykholowa, owner of the Capitol and Elite Theatres, Kamsack, took over ownership of the Sunset Drive-In, Kamsack, on May 26th.

Winnipeg

Joe Bermack and Jack Roher, Peerless Films, Toronto, are spending a few days in Winnipeg on their way back from a Variety Club convention held in Hollywood. Congratulations to Mrs. Margaret Harkness (nee Long) of Western Theatre Ltd., on the occasion of her marriage, May 20th.

We liked the gesture of Charlie Krupp and George Bailey (Lux Theatre, Humboldt) when they sent Mrs. Joe Huber a bouquet of roses and a card, expressing their sympathy that upon her husband's retirement she would then have to see him 24 hours a day.

The North Main Drive-In, holding their "Cash Nite" Thursday, May 26th, advertised that all stubs from last year would still be eligible. On Mother's Day, the Skylite Roof Restaurant at the North Main presented each mother with a rose, courtesy of the Portage Florists, and at their big opening, they gave free roller coaster rides to kids during the entire evening.

Weekend Magazine

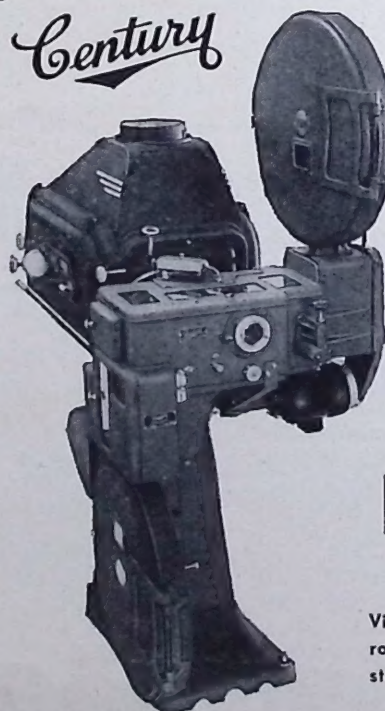
Weekend Picture Magazine has sunk part of its 1955 ad budget into production of a 23-minute film. It hopes to show film to ad agencies and Canadian advertisers for the next two years.

Produced by Crawley Films, the 16 mm. sound and color strip was unwrapped at a party of more than 300 agency men and advertisers in Toronto this month. A similar gathering is to be held shortly in Montreal.

The film is a vignette of the magazine's four-year history. It takes viewers into the background of some of Weekend's top stories, shows editorial and executive staffs at work.

Republic Dividend

Ernest A. Hall of Ft. Lauderdale, Fla., was elected a member of the Board of Directors of Republic Pictures Corporation at a meeting held at the company's offices in New York, Thursday, May 26th, at which time a regular dividend of twenty-five cents per share on preferred stock, payable July 1st, 1955, to stockholders of record as of the close of business on June 10th, 1955 was declared.



VANDALISM

(Continued from Page 1)

vandalism in the theatres you would agree that something should be done to educate children before they go to school," he said.

"Every time we run a special children's show you don't know how many hat pins and pieces of wire we have to sweep off the stage, and how many perforate the expensive screen," he commented.

Soap containers are often smashed off the washroom walls and sometimes even the taps are stolen, he said.

Andy Gebstaedt

The appointment of Andy Gebstaedt to the post of Republic advertising manager was announced by Steve Edwards, director of advertising and publicity.

Gebstaedt has been production manager for the past eleven years, and, prior to his Republic affiliation, was in the printing industry.

Mori Krushen

Mori Krushen, Exploitation Manager for United Artists, was in Montreal, where he met with field representatives and Canadian circuit heads on campaigns for forthcoming UA releases.

HORIZONTAL VISTAVISION PROJECTORS

bring

**GREATER
PICTURE
IMPACT**

to Canada

The installation of the new Century VistaVision HORIZONTAL Projectors in Toronto's Imperial Theatre marks a great milestone in Canada's best entertainment.

Greatly enlarged razor-sharp image is achieved with the introduction of the Century double-frame projection and the associated Century sound reproducer takes full advantage of the wider range in sound quality resulting from a doubling of film travel speed. There's more picture enjoyment from EVERY seat in the house. The Horizontal VistaVision Projector will be distributed in Canada exclusively by Dominion Sound. Enquiries are invited.

DOMINION SOUND Equipments Limited



HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal,
Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg,
Regina, Calgary, Edmonton, Vancouver.

DS-55-26

FAMOUS

(Continued from Page 1)

\$100.00.

GROUP 2 —

Olga Sharabura, Orpheum theatre, Sault Ste. Marie, \$125.00 and Walter Bennett, Capitol theatre, Vernon, B. C., \$75.00.

JARO's Billings Drive

Bob Johnson's Montreal Office still well ahead in the lead and holding their own in the 13th week of JARO's Anniversary Billings Drive.

Frank Scott with the Calgary Office is in second place with Toronto in the third slot.

Cardinal Drive

After their big leap ahead from fourth to first place last week, Saint John has now fallen into second with Vancouver Office up in first place.

Calgary still coming up third.

TV FOR NEWFOUNDLAND

Newfoundland's first TV station may be on the air by mid-summer, according to F. R. Deakins, president, RCA Victor, which is supplying the equipment.



PHIL GELLER, newly appointed 20th-Fox Winnipeg Branch Manager.

MR. EXHIBITOR!!

We sell and distribute locally, on an exclusive basis, the approved advertising trailers (40 to 60 seconds in colour) for many leading Canadian advertisers.

For CONSISTENT
Extra Revenue in 1955

Write - Phone - Wire

ADFILMS LIMITED

77 York St.
TORONTO
EM. 8-8986

10940-122nd St.
EDMONTON
8-2508

QUEBEC CITY 3-5755



The Annual Sales Convention of Paramount Pictures in Canada held last week in Toronto saw Famous Players executives gather for a short session with representatives of Paramount Pictures. Left to right: Robert Rubin, Vice-president in charge of Administration, Paramount, N.Y.; Gordon Lightstone, Canadian General Manager for Paramount; Morris Stein, Eastern Division Manager, Famous Players; Ben Geldsaler, Chief Booker, Famous Players; J. J. Fitzgibbons, President, Famous Players; George Weltner, Head of Paramount Pictures World Wide Sales and R. W. Bolstad, Vice-president, Famous Players.



Awards were presented to winning managers in Dan Krendel's "B" District, Famous Players, at a special luncheon honoring the winners. Shown here with Company executives are Bob Harvey, Capitol, North Bay; George Forhan Jr., Capitol Welland; J. J. Fitzgibbons, Paul Turnbull, Downtown, Hamilton; R. W. Bolstad, Morris Stein, Mel Jolley, Century theatre, Hamilton. (Seated) Len Gouin, Capitol theatre, Peterborough; Art Cauley, Paramount theatre, Peterborough; Charles Perrie, Regent theatre, Oshawa and Dan Krendel.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd week. Strategic Air Command (Para.) VistaVision & Tech. with James Stewart.

SHEA'S
2nd week. Daddy Long Legs (20th-Fox) C'Scope & DeLuxe Color with Fred Astaire.

UNIVERSITY & EGLINTON
The Man Who Loved Redheads (IFD) Color with Moira Shearer.

LOEW'S
2nd week. The Prodigal (MGM) C'Scope & Color with Lana Turner.

UPTOWN
The Man From Bitter Ridge (E-U) Color with Lex Barker.

ODEON & FAIRLAWN
A Prize of Gold (Col.) Tech. with Richard Widmark.

HYLAND & CHRISTIE
The Divided Heart (JARO) with Cornell Borchers.

DOWNTOWN
Big House U.S.A. (UA) & Canyon Crossroads (UA).

MONTREAL

CAPITOL
Captain Lightfoot (E-U) Tech. with Rock Hudson.

LOEW'S
2nd week. Vera Cruz (UA) Tech. with Gary Cooper.

PALACE
2nd week. A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

PRINCESS

Escape to Burma (RKO) Tech. with Barbara Stanwyck.

AVENUE
4th week. To Paris with Love (JARO) Tech. with Alec Guinness.

KENT
The Divided Heart (JARO) with Cornell Borchers.

WINNIPEG

CAPITOL
The Glass Slipper (MGM) Color with Leslie Caron.

MET
2nd week. Blackboard Jungle (MGM) with Anne Francis.

ODEON
East of Eden (WB) C'Scope & Warner-Color with James Dean.

GARRICK
Kiss Me Deadly (UA) with Ralph Meeker.

GAITEY
Mambo (Para.) with Silvana Mangano.

CALGARY

CAPITOL
The Man Who Loved Redheads (IFD) Color with Moira Shearer.

PALACE
Escape to Burma (RKO) Tech. with Barbara Stanwyck.

UPTOWN
Tight Spot (Col.) with Ginger Rogers.

GRAND
Ten Wanted Men, (Col) with Randolph Scott.

STRAND
Conquest of Space (Para.) & The Bob Mathias Story (AA).

STUDIO ROUND-UP

What is believed to be the largest number of players appearing in a single scene, 9,787, were at work for Warners in the Howard Hawks' production "Land of the Pharaohs." Michael Curtiz set as producer-director for Paramount's original screenplay. "The Kiss-Off," to be filmed in VistaVision with two newcomers Carol Ohmart and Tom Tryon.

Producer-director Dick Powell in Nassau scouting locations for his forthcoming production "It Happened One Night." Columbia musical starring June Allyson and Jack Lemmon. MGM hands Greek actress, Irene Papas, femme lead in "Jeremy Rodock" opposite Spencer Tracy.

UA co-stars Robert Wagner, Jeffrey Hunter, and Joanne Woodward for their C'Scope production "A Kiss Before Dying." Early June set as release date for 20th-Fox's "That Lady," featuring Olivia de Havilland and Gilbert Roland.

Enthusiastic response to preview showings of Universal's war epic "To Hell and Back," autobiography of Audie Murphy, who plays featured role. Change of title for Republic's "Deadline Alley" to "Headline Hunters," newspaper drama starring Rod Cameron and Julie Bishop.

Britain's biggest musical find, Jean Carson, signed to a five-film, five-year contract by JARO, currently co-starring with Jack Buchanan in "Long As They're Happy." Allied Artists' next Bowery Boys, comedy, "Operation Uranium," to go before the cameras on June 8th.

VANCOUVER

VOGUE
Man Without A Star (E-U) Tech. with Kirk Douglas.

ORPHEUM
2nd week. Blackboard Jungle (MGM) with Glenn Ford.

CAPITOL
The Prodigal (MGM) C'Scope & color with Lana Turner.

ODEON
Man From Bitter Ridge (E-U) Eastman Color with Lex Barker.

ST. JOHN

PARAMOUNT
The Man Who Loved Redheads (IFD) Color with Moira Shearer.

CAPITOL
Escape to Burma (RKO) Tech. with Barbara Stanwyck.

STRAND
Kiss Me Deadly (UA) with Ralph Meeker.

Paramount

VISTA

Pictures

PICTURES
COMPLETED

THE DESPERATE HOURS

Humphrey Bogart, Fredric March, Gig Young,
Arthur Kennedy, Martha Scott, Mary Murphy

ARTISTS AND MODELS

Dean Martin and Jerry Lewis,
Shirley MaClaine, Eddie Mayehoff, Eva Gabor

THE VAGABOND KING

Kathryn Grayson, Oreste Kirkop,
Rita Moreno

ANYTHING GOES

Bing Crosby, Donald O'Connor, Jeanmaire,
Mitzi Gaynor

PICTURES
IN PRODUCTION

THE MAN WHO KNEW TOO MUCH

James Stewart and Doris Day

THE KISS-OFF

All-star cast. Introducing Carol Ohmart

LADY EVE

George Gobel

THE MAGNIFICENT DEVILS

William Holden, Deborah Kerr

THE MOUNTAIN

Spencer Tracy

INTERMISSION

Danny Kaye

TOP BILLING

Paramount 1955 Pictures

100,000,000

STARS

EDNE ALBERT	JUNE ALLYSON	BRUCE BENNETT	JOAN BENNETT	HUMPHREY BOGART	BOB G. CARROLL	GLOUCE DE HAVEN
WILLIAM DEMAREST	KIRK DOUGLAS	MILDRED DUNNOCK	NINA FUCH	JOHN FORSYTHE	CARL FRANT	EDMUND GWINN
BARBARA HALE	CHARLTON HESTON	BOB HOPE	GLYNIS JOHNS	DANNY KAYE	GRACE KELLY	FERNANDO RAMAS
BURT LANCASTER	ANGELA LANSEBURY	FRANK LOVEJOY	DIANA LYNN	SHIRLEY MACLAIN		
FRED MACMURRAY	ANNA MAGNANI	SILVANA MANGANO	DEAN MARTIN and JERRY LEWIS	MILDRED NATVICK		
ANTHONY QUINN	BASIL RATHBONE	ALDO RAY	DONNA REED	THELMA RITTER	ROSALIND RUSSELL	
JAMES STEWART	BARRY SULLIVAN	CLAIRE TREVOR	PETER USTINOV	MILLY VITALE	JANE WYMAN	

PRODUCERS

SAMUEL J. BRISKIN	FREDERICK BRISSON	DINO DE LAURENTIIS and CARLO PONTE	PAT DUGGAN	ALFRED HITCHCOCK
FRANK JONES	NORMAN PANAMA and MELVIN FRANK	WILLIAM H. PINE and WILLIAM C. THOMAS	JACK ROSE	WAL WALKER

DIRECTORS

MARIO CAMERINI	MICHAEL CURTIZ	ANTHONY MANN	DANIEL MANN	RODOLPH MATTE
ROBERT FAIRBUSH	ROBERT MROSH	MELVILLE SHAVELSON	NORMAN TAUBER	

WORTH OF TALENT



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